

Message Text

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ACTION EUR-12

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R 161245Z FEB 78
FM AMEMBASSY ROME
TO SECSTATE WASHDC 0650
USDOC WASHDC
INFO AMCONSUL FLORENCE
AMCONSUL GENOA
AMCONSUL MILAN
AMCONSUL NAPLES
AMCONSUL PALERMO
AMCONSUL TRIESTE
AMCONSUL TURIN
US TRADE CENTER MILAN

UNCLAS SECTION 1 OF 2 ROME 2993

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJ: FY 1978 COUNTRY COMMERCIAL PROGRAM (CCP) - FIRST QUARTER
REPORT

1. FOLLOWING IS CCP EVALUATION FOR 1ST QUARTER FY-78. ALTHOUGH ALL BUT TWO NUMERICAL GOALS WERE MET OR EXCEEDED, PERSONNEL VACANCIES AND AD HOC REQUIREMENTS DECREASED THE AMOUNT OF PERSON-HOURS AVAILABLE FOR CCP WORK. THE CONSULAR/COMMERCIAL SLOT IN TURIN WAS VACANT THROUGHOUT THE QUARTER, AS WERE TWO LOCAL COMMERCIAL POSITIONS IN MILAN. WASHINGTON COMMERCIAL ACTION GROUP SHOULD LOOK ESPECIALLY INTO MILAN SITUATION, WHERE CONTINUING TYPING SHORTAGE IS CAUSING BACKLOG. AS MINIMUM, PIT POSITION REQUESTED BY POST SHOULD BE APPROVED. AD HOC PROJECTS INCLUDED MARKET RESEARCH REQUIRED BY THE UNDERSECRETARY'S TASK FORCE ON SHOES, PREPARATION FOR THE UPCOMING ALABAMA STATE PORT AND COCKS TRADE MISSION TO GENOA, UNCLASSIFIED

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THE LOUISIANA REVERSE INVESTMENT MISSION TO ROME, MILAN AND TURIN, AND SUPPORT FOR LATE NOVEMBER BUSINESS INTERNATIONAL MEETING IN ROME. AS RESULT, A NUMBER OF PRIORITY INDUSTRIAL VISITS IN SUPPORT OF CCP HAD TO BE POSTPONED DURING THE QUARTER.

2. ANOTHER PROBLEM WHICH SUFFACED DURING THIS PERIOD INVOLVED FINANCING FOR SCAMBI COMMERCIALI AND FOR OUR SPECIAL PAGE

IN IL SOLE/24 ORE. COSTS HAVE RISEN CONSIDERABLY OVER FY-1977, AND, ALTHOUGH THE EMBASSY HAS TENTATIVELY AGREED TO COVER ITS HALF-SHARE, USIS INTENDS TO CUT BACK ITS PARTICIPATION. THE TOTAL BUDGET IS STILL SUBJECT TO DISCUSSION, BUT ONE IL SOLE PAGE SCHEDULED FOR 1ST QUARTER WAS IN FACT ELIMINATED, AND FURTHER REDUCTIONS ARE IN PROSPECT.

3. FOLLOWING IS EVALUATION BY CAMPAIGN: COMPUTERS. (CAMPAIGN 1). ACTION 3: OVER 100 PEOPLE ATTENDED SEMINAR ON UNINTERRUPTIBLE POWER SUPPLIES FOR COMPUTERS HELD AT EMBASSY THEATER NOVEMBER 10-11. ACTION 5: ONE EDP ARTICLE WAS PUBLISHED IN OCTOBER SCAMBI, AND DECEMBER ISSUE WAS ENTIRELY DEVOTED TO COMPUTERS AND INDUSTRIAL PROCESS CONTROLS. ACTION 6: PRESS RELEASE ON EMBASSY SEMINAR WAS ISSUED. ACTION 7: ONLY ONE TRADE OPPORTUNITY DEVELOPED.

4. FOOD PROCESSING AND PACKAGING (2). THE TRADE CENTER'S OFF-SITE VENTURE AT MILAN'S FOOD PROCESSING/PACKAGING SHOW (IPACK-IMA 77) IN EARLY OCTOBER WAS FAIRLY SUCCESSFUL (SEE MILAN 1932). ACTION 1: COUNTRY-WIDE PROMOTIONAL EFFORT ON BEHALF OF INT. FOOD PROCESSORS EXHIBITION, FEBRUARY, IN CHICAGO, GOT OFF WELL; REGULAR MAIL CAMPAIGN INCLUDED FOUR-COLOR BROCHURE PREPARED BY SWISSAIR TO SUPPORT A SPECIAL STUDY TOUR PREPARED WITH EMBASSY ASSISTANCE. TURIN ALSO WORKED WITH LOCAL TRAVEL AGENT ON A TOUR PROGRAM; NAPLES EXPECTS SIZEABLE GROUP TO TAKE ADVANTAGE OF SWISSAIR OFFER. ACTION 2: TARGET INDUSTRY FILMS UNCLASSIFIED

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WERE REVIEWED BY CAMPAIGN MANAGER, WHO CONCLUDED THAT THESE WERE OF GENERALLY POOR QUALITY; MOST WERE OUTDATED. PACKAGE WAS RETURNED TO WASHINGTON. (NOTE: WE INTEND TO RE-CAST THE FILM SHOWINGS CALLED FOR UNDER CAMPAIGNS 2 AND 4; NEW CONCEPT WILL BE TO USE GENERAL PROGRAM, SUCH AS TRADE OPPORTUNITY, FOREIGN BUYER PROGRAM, AND USTS FILMS-RATHER THAN INDUSTRY-ORIENTED FILMS AS PART OF OUR PLANNED "ITALY/US TRADE DAY" PRESENTATIONS). ACTION 3: TWO ARTICLES ON FOOD PROCESSING APPEARED IN OCTOBER SCAMBI. ACTION 4: 29 CALLS WERE MADE; ONE TO DEVELOPED.

5. PROCESS CONTROL (3). ACTION 1: EXTENSIVE MAILING AND PERSONAL CALL CAMPAIGN SUPPORTED CHEMICAL EXPO IN CHICAGO (DECEMBER). ACTION 2: JUST OVER 40 CALLS WERE MADE; WE EXPECT AT LEAST SIMILAR NUMBER DURING 1ST 3 WEEKS OF JANUARY, ENABLING US TO REACH TOTAL OF 80 CALLS. ACTION 4: TWO PROCESS CONTROL ARTICLES APPEARED IN OCTOBER SCAMBI AND ENTIRE DECEMBER ISSUE EXCLUSIVELY DEVOTED TO PROCESS CONTROLS AND EDP. ACTION 6: MEETINGS WITH REGIONAL GOVERNMENTS RE U.S. PROCESS CONTROL TECHNOLOGY HELD BY CONSULATES MILAN, FLORENCE AND PALERMO.

6. PRINTING AND GRAPHIC ARTS EQUIPMENT (4). CAMPAIGN ONLY

JUST TAKING SHAPE DURING FIRST QUARTER. ACTION3: TAGET
INDUSTRY FILMS NOT AVAILABLE DURING PERIOD; HOPEFULLY QUALITY
WILL BE BETTER THAN THOSE OFFERED FOR CAMPAIGN 2: ACTION 5:
DIFFICULT TO LOCATE SUITABLE ARTICLES FOR SCAMBI ON THIS
THEME.

7. MAJOR PROJECTS/PRODUCTS (5). ACTION 1: PALERMO REPORTED
DEVELOPMENTS ON ALGERIA/ITALY METHANE PIPELINE, THE EUROPEAN
COMMUNITY SOLAR POWER PLANT AND A 200 BILLION LIRE HYDROELECTRIC
PROJECT. SEE ALSO PARAGRAPH 8. ACTION 2: NO FURTHER DEVELOP-
MENTS. ACTION 3: TURIN, FLORENCE, AND MILAN REPORTED ON THIRD
COUNTRY PROJECTS. ACTION 4: MTC DIRECTOR MET WITH OFFICIAL
OF FRIULI REGION IN CHARGE OF POST-EATHQUAKE RECONSTRUCTION TO
PROMOTE SALE OF U.S. MADE PREFABRICATED HOUSING.
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8. TELECOMMUNICATIONS EQUIPMENT (6). ACTION 1: COUNTRY-
WIDE EFFORT TO ATTRACT ATTENDANCE AT ATLANTA'S INTELCOM '77

VERY SUCCESSFUL. ALTHOUGH FINAL FIGURES NOT YET RECEIVED FROM SHOW ORGANIZERS, SUBSTANTIAL NUMBER OF ITALIAN BUSINESSMEN AND GOVERNMENT OFFICIALS DID ATTEND. THESE INCLUDED EMBASSY ARRANGED VISIT OF A 28-MEMBER (PUBLIC AND PRIVATE) DELEGATION HEADED BY ITALIAN POST AND TELEGRAPH MINISTER VITTORINO COLOMBO. SPECIAL TOUR PACKAGES TIED TO INTELCOM '77 WERE ARRANGED BY THE EMBASSY (WITH AMERICAN EXPRESS) AND MILAN (WITH A LOCAL TOUR PACKAGER). ACTION 2: MTC MICROWAVE TECHNOLOGY SHOW WENT EXTREMELY WELL. HIGH ATTENDANCE REPRESENTED AN ESTIMATED TWO-THIRDS OF THE ITALIAN AUDIENCE FOR THESE HIGHLY SPECIALIZED PRODUCTS. LARGE NUMBER OF OUT-OF-TOWN VISITORS INCLUDED DELEGATION FROM PTT MINISTRY, FOR WHOM RECEPTION WAS HELD IN MILAN HOSTED BY COMMERCIAL COUNSELOR AND TRADE CENTER DIRECTOR. ACTION 3: THE LATE SEPTEMBER HALF-PAGE IN IL SOLE (CONSIDERED FY-78) WAS ENTIRELY DEVOTED TO TELECOMMUNICATIONS AND UNCLASSIFIED

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MICROWAVE TECHNOLOGY; OCTOBER SCAMBI HAD ONE ARTICLE. ACTION 4: OCTOBER VISIT TO WASHINGTON, ATLANTA, DALLAS AND NEW YORK OF THE PTT MINISTER AND PARTY REPRESENTED A HIGH POINT IN THE EMBASSY'S ATTEMPT TO CULTIVATE RANKING ITALIAN OFFICIALS IN THIS SECTOR. DIRECT PAY OFF IS INCREASED PARTICIPATION BY U.S. BIDDER IN MAJOR PROJECT INVOLVING MESSAGE SWITCHING CENTERS; POTENTIAL JOINT ENTERPRISE IN PLANNING STAGE. FOLLOW-UP CAN LEAD TO SIGNIFICANTLY STRENGTHENED CO-OPERATIVE VENTURES BETWEEN AMERICAN AND ITALIAN FIRMS OPERATING IN THE MIDDLE EAST AND NORTH AFRICA, AN AREA WHERE THE ITALIANS HAVE BEEN NOTABLY SUCCESSFUL.

9. FOREIGN VISITORS/BUYERS PROGRAM (7). ACTION 1: REGULAR VISIT USA COMMITTEE MEETINGS PRODUCED FOLLOWING PROGRAM FOR FY-1978: 3 TRAVEL AGENT FAMILIARIZATION TOURS TO THE U.S. DURING 3RD OR 4TH WEEK OF APRIL; A SERIES OF ADS, IN THE FORMS OF ARTICLES AND PHOTOS ON US TRAVEL THEMES, WILL BE PLACED IN TWO MAJOR ITALIAN TRAVEL TRADE MAGAZINES DURING SPRING; IF FEASIBLE, A VISIT USA EXHIBIT WILL BE MOUNTED AT THE ITALIAN NATIONAL TRAVEL AGENTS' CONFERENCE IN CALABRIA IN APRIL; AND CONSULATE GENERAL IN MILAN WILL STAGE A VISIT USA SHOW PRIMARILY FOR PUBLIC AT THE TRADE CENTER DURING THE APRIL 14-23 MILAN FAIR. ACTION 2: CONGEN MILAN WITH THE ASSISTANCE OF THE U.S. TRAVEL SERVICE AND THE VISIT USA COMMITTEE SPONSORED A ONE-DAY EXHIBITION/CONFERENCE AT TRADE CENTER. 125 QUALIFIED REPRESENTATIVES OF THE TRAVEL TRADE VISITED EXHIBIT AND ATTENDED CONFERENCE. THE SHOW WAS RECEIVED ENTHUSIASTICALLY; ALL 21 EXHIBITING FIRMS STATED THEY WOULD LIKE TO PARTICIPATE AGAIN IN SUCH A PROMOTION. (SEE MILAN A-04, 1/16/78). ACTION 3: ITALIAN VERSION OF "MARKETPLACE USA" AND A LARGE QUANTITY OF USTS LITERATURE WAS DISTRIBUTED BY EMBASSY AND CONSULATES. IN ADDITION TO STANDARD DIRECT MAIL CAMPAIGN IN SUPPORT OF FOREIGN BUYER PROGRAM SHOWS, WE NOTE FOLLOWING SUC-

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CESSSES: THE SICILIAN BUILDING CONSTRUCTION ASSOCIATION IS INTERESTED IN REPEATING LAST YEAR'S SUCCESSFUL VISIT TO THE U.S., WHICH HAD BEEN ARRANGED BY CONGEN PALERMO. CONSULATE TURIN'S PROMOTION OF THE AUTOMOTIVE PARTS AND ACCESSORIES SHOW IN CHICAGO LED TO ATTENDANCE BY 9 LOCAL FIRMS. CONGEN MILAN WAS INSTRUMENTAL IN THE VISIT OF 20 MEMBERS OF THE ITALIAN FLUID POWER ASSOCIATION TO THE OCTOBER HYDRAULICS AND PNEUMTICS SHOW IN CHICAGO. THE ITALIAN NATIONAL CONSTRUCTORS' ASSOCIATION JOINED WITH THE EMBASSY IN PROMOTING THE CONCRETE AND AGGREGATES SHOW IN LAS VEGAS. AND THE EMBASSY AND CERTAIN CONSULATES HAVE EXPANDED COOPERATION WITH TRAVEL AGENCIES AND AIRLINES TOWARD OFFERING MORE USEFUL PACKAGES AND TOURS TIED TO FBP SHOWS. ON NATIONAL LEVELS, WE HAVE BEEN WORKING WITH PAN AM AND AMERICAN EXPRESS, BUT PERHAPS THE MOST AGGRESSIVE NEW PARTNER IS SWISSAIR, WHICH WILL HENCEFORTH OFFER TAILORED "STUDY TOURS" OF U.S. INDUSTRIES AND SHOWS, WITH DEPARTURES FROM ROME AND MILAN, AND SUPPORTED BY PROMOTIONAL MATERIAL IN ITALIAN WHICH WILL BE PROVIDED IN QUANTITY TO ALL USG OSTS. ACTION 5: BOTH OCTOBER AND DECEMBER SCAMBI ISSUES FEATURED FOUR-COLOR CENTER SPREADS ON OUR "TWIN CITIES" VISIT USA THEME.

10. BUSINESS AUTOMATION EQUIPMENT (8). THIS CAMPAIGN WAS DESIGNED AS A 3RD AND 4TH QUARTER EFFORT ONLY.

11. OTHER SPECIAL POST EFFORTS: 1) TRADE OPPORTUNITIES: THE PROGRAM WAS HAMPERED BY PERSONNEL SHORTAGES IN A NUMBER OF POST; THE NUMBER OF TOTAL INDUSTRIAL CALLS WAS DOWN. NEVERTHELESS, SOME 25 NON-CAMPAIGN TRADE OPPORTUNITIES OF SUBSTANTIAL POTENTIAL WERE GENERATED. 2) INVESTMENT PROTECTION AND ASSISTANCE: ONCE AGAIN, ASSISTANCE TO AMERICAN SUBSIDIARIS AND INVESTMENTS OCCUPIED MUCH TIME; PROBLEM CASES INCLUDED TORRINGTON, TEXAS INSTRUMENTS, COCA COLA, ROHM AND HAAS, INVOLVEMENT IN ABORTED ATTEMPT BY U.S. INTERESTS TO PURCHASE MAJORITY SHARE IN MAJOR ITALIAN PUBLIC WORKS COMPANY, PROBLEMS OF PHARMACEUTICAL INDUSTRY, AND REPERCUSSIONS ON PRIVATE SECTOR OF ALLEGED SCANDALS

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INVOLVING SOME MAJOR ITALIAN FIRMS. MAJOR POSITIVE EVENT WAS BUSINESS INTERNATIONAL ROUNDTABLE, WHICH ATTRACTED 100 EXECUTIVES OF MAJOR CORPORATIONS TO ROME TO DISCUSS PRIMARILY THE INVESTMENT CLIMATE (SEE ROME TEL 20055). THE CONFERENCE SERVED TO CLARIFY SITUATION FOR POTENTIAL INVESTORS, AND GAVE SOME PROMISE OF RENEWED INTEREST UNTIL ADVENT OF CURRENT GOVERNMENT CRISIS.

3) FOREIGN TRADER'S INDEX: UPDATE EXERCISE COMPLETED. NEW
EFFORT TO ADD FIRMS TO DATA BANK ARE PROCEEDING.GARDNER

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